50 WAYS TO USE Pinterest FOR YOUR BUSINESS

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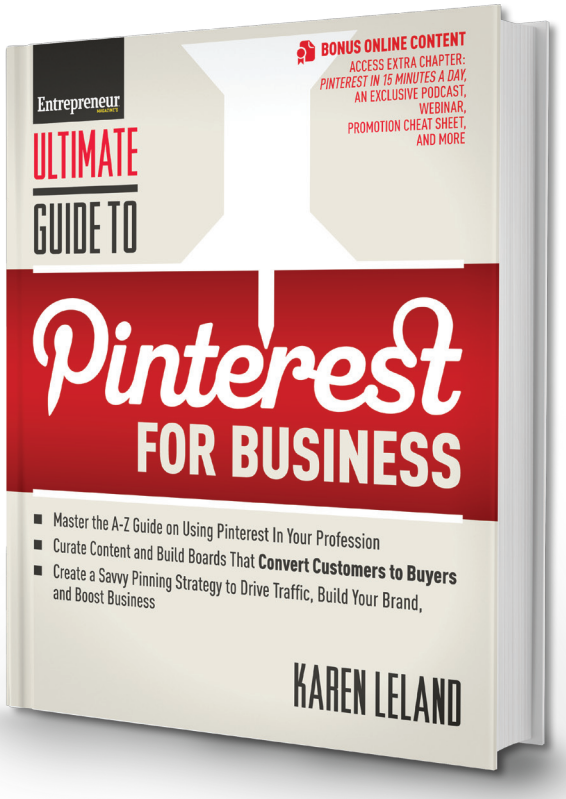
THE FOLLOWING **50 QUICK TIPS** FOR USING PINTEREST FOR YOUR BUSINESS ARE FROM THE BOOK:

Entrepreneur Magazine's Ultimate Guide to Pinterest for Business

by Karen Leland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BRONZE-LEVEL TIPS FOR Pinterest BEGINNERS

1. If you are a brand, feature your business name on your profile for maximum exposure by making your business name your username. If you are joining as an individual, your personal name will suffice.

2. Add a paragraph about who you are and what you're interested in to the "About" section on your Pinterest profile. You only get 160 characters, so be sure to include keywords that make it easier for users to find you when searching for a particular topic.

3. Connect your Pinterest with your Facebook and Twitter accounts. This will add social media icons under your profile picture that link to your Facebook and Twitter profiles.

4. Add you website URL and blog URL (if it's different) to your profile description. Then take the time to follow the "Verify Your Website" instructions on Pinterest so you can get access to the Pinterest analytics.

5. For maximum engagement, pin initial content to get going, and then pin on a steady basis instead of in huge bursts. For your first boards and pins, do a combination of repins (same idea as retweeting) and original image finds.

6. Board names have a limit of 180 characters, so they need to be descriptive and brief. Although you can change the name of a board down the road, a URL gets assigned when it's created, so changing will make any links previously sent with that URL dead as a doornail.

7. Network with other professionals and vendors in your field by tagging other pinners by using "@username" in a pin's description. Most people are not doing this yet, so it's a great way to stand out.

8. Comment on other people's pins. Just like with tagging, this feature hasn't really caught on yet, so use it to engage with other pinners. Obviously, you will want to apply the same good manners and common sense you would when commenting on a blog or other social media site.

9. There will no doubt be pins you enjoy but don't want to repin to your boards. "Like" other people's pins liberally to give a thumbs-up when you want to recognize great content.

10. Pin from a wide variety of different places, instead of just one or two steady sources. Good places to find pins include a Google search for keywords related to your topic, blog posts with an image attached, and a search on Pinterest for other pinners with great images on your topic.

11. Approximately 80 percent of pins are repins, so in addition to repinning, make an effort to find, or create, your own images. Repinning does create good social capital since when you repin, the person whose image you repinned gets notified via email and they get a credit on your pin.

12. Pin your best blog posts to Pinterest with a powerful image and a URL link in the pin description back to the post on your website.

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BRONZE-LEVEL TIPS FOR Pinterest BEGINNERS

13. Pin a video. Any YouTube video is easy to pin, and videos show up in a special section on Pinterest. In addition, there are far fewer videos than images on Pinterest at this point, so you can use them to distinguish yourself.

14. When you pin an image, always add a description. You only get 500 characters to work with, so make them count. These descriptions automatically get transferred when a pin gets repinned.

15. Install the Pinterest browser bookmarklet onto your web browser, and anytime you pin a new image using this tool, you will have the option of saying "yes" to the built-in social media prompts to re-share your pin on your Twitter and Facebook.

16. Use Pinterest's embed option to publish pins as content in your blog posts and website pages. Note: As Pinterest is catching on, you may need to tell your users that they need to click on a Pinterest image to get to the original source.

17. Download the Pinterest phone app so you can repin on the go, pin from your camera, and add a location to your pins so others can find your images.

18. Optimize your website content for Pinterest sharing by using images on every page of your website and for each blog post. Remember: The prettier the picture is, the more it will get pinned. The images that appeal to Pinterest members are powerful and emotive, so keep that in mind when choosing your pictures.

19. One of the best ways to help your original images stand out is by 1) adding a clear description to the image itself, and 2) adding a subtle watermark with your copyright to the image itself.

20. Holidays are huge on Pinterest. Create seasonal or holiday boards and pins that relate to your brand. For example: Tips for Setting New Year's Resolutions or Five Fourth of July Potato Salad Recipes.

21. Add a prominent "Follow Me On Pinterest" button to your website to advertise that you're a pinner and allow visitors to your website to follow you immediately.

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SILVER-LEVEL TIPS FOR Pinterest ENTHUSIASTS

22. Search for new images to pin and research popular pins by using Pinterest's search function, located in the bar at the top left of every Pinterest page. The search option will let you look for boards, individual pinners, and/or pins themselves that contain the keywords you are looking for.

23. Use keywords in the descriptions of your pins so other pinners searching for those specific terms can easily find your images and boards when they do their own searches.

24. Make sure you place a "Pin It" button alongside your other Share social media buttons on your blog. This way your readers can quickly and easily share your posts on Pinterest.

25. If your website is built on WordPress, you can feature your most recent pins on it by using a Pinterest widget plugin.

26. Add contributors to any of your boards by selecting the option of inviting others to pin. Allowing others to pin creates community engagement, expands your pin offerings, and adds to your Pinterest presence overall.

27. Want to find out who's been pinning your stuff? Go to: http://pinterest.com/source/yoursitehere. Look at your site's page periodically to discover which posts and images are resonating with Pinterest users. Use that information to shape your future pin strategy.

28. Add prices to your pins to create your own Pinterest shop. To add a price to a pin, type the $ or £ symbol followed by the item's price in the pin's description. When you add prices to your pins, they show up in Pinterest's "Gifts" section.

29. Create a board that tells the story of your company and communicates your core values. Make this board available to people as part of your sales process.

30. How-to pins are some of the most popular on the site, so pin tutorials on your boards. Need to walk a client through how to use your products or services? Want to create free how-to videos to use as promotional material? Pin your videos and presentations on special "How-To" or "Tutorial" boards.

31. Watch for trends. Click on the "Popular" link on your Pinterest home page to research what's catching on with pinners, and then integrate those trends into your content strategy.

32. Create a special board to highlight your company's team members. Use the pin description under each photo to write a bio for each staff member.

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SILVER-LEVEL TIPS FOR Pinterest ENTHUSIASTS

33 Create a behind-the-scenes board that shows how you do what you do. People love seeing the process of how things are created, put together, developed, or designed.

34 Become an information curator for your niche. Gather the newest and best resources in your field of expertise or industry and pin their content. By becoming a trusted source of specialized information on Pinterest, you will grow your following in the right way, with the right audience.

35 Integrate your Pinterest account with Facebook's timeline feature so you post content in both places at once.

36 Pinterest is not time sensitive, so old blog posts on your site can be pinned in present time. Provide links to previous posts in current related ones so that viewers have the opportunity to click through and pin older articles.

37 Freshen up old photos on your posts, or go back through your blog archives and add photos to text-only posts. Remember: The prettier, more engaging, and more interesting the picture, the more pins you get.

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GOLD-LEVEL TIPS FOR Pinterest GO-GETTERS

38. Find out which of your content is being directly pinned from your website, how many times your pins appear in search results, and other information by regularly checking your Pinterest analytics on the site.

39. Create boards for the classes and webinars you teach, and use them as supplemental material for your students. You can use the boards during your class or presentation or send your students home to view Pinterest boards as after-class continuing education. If you're teaching a live class or workshop, include pictures and PowerPoint slides from the event.

40. Allow your best customers to join in on certain boards and pin ideas and suggestions about how to use your product, share themes that relate to your products and services, provide testimonials, and tell their stories.

41. Create quick-start guides or owner's manual boards for your products. Or if you're primarily a service provider, create a "How to Get the Most Out of Working with Me" board with ideas and suggestions on maximizing your service relationship.

42. Create boards for conferences that you attend, and carry cards with instructions on getting invited to post on that specific conference board. The novelty alone will get you attention.

43. Create beautiful, visually interesting coupons offering discounts on your services and products and add them to your boards. By making these offers exclusive to Pinterest, you add value to the promotion.

44. Run a Pinterest contest. Invite your readers to pin links and images that inspire, motivate, move, or entertain them on a particular topic. Then judge the winners by creativity or ingenuity and offer a juicy prize. Offer to promote the winners' Pinterest boards on your site as part of the contest.

45. Create a blog think tank board. A "Blog Posts and Inspirations" private pinboard can serve as a digital scrapbook and online think tank for topics you may wish to blog about in the future but don't have time to work on right now.

46. Begin posting your own photos, taken by you, to your boards. With today's smartphones — and apps such as Snapseed, CameraBag, Photo Studio, and Simply B&W — you can get Pinterest-worthy pics in a snap.

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GOLD-LEVEL TIPS FOR Pinterest GO-GETTERS

47 Get a Pinterest tab for your Facebook page. Tools such as Woobox offer an app that lets you customize the features of the tab.

48 Consider color. Up to 90 percent of assessment is based on color alone, so add some color-sense to your pins: Red equals energy. Orange evokes fun. Yellow is cheerful. Green brings stability. Blue engenders trust. Purple says luxury. White is a clean start.

49 Infographics and text-based images are a great way to convey numbers, facts, statistics, and findings quickly. Fortunately, there are a plethora of free or low-cost tools available on the web to help you generate these images. Check out shareasimage.com and piktochart.com.

50 Leverage the Power of Multimedia: Make your pinboards more interactive by sharing videos, webinars, teleclasses, screencasts, and podcasts. Good multimedia pins include: presentations, expert tutorials, product demos, behind-the-scenes tours, and excerpts from live recorded interviews, courses, and trainings.

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ABOUT KAREN LELAND

BIO

Karen Leland is the President of Sterling Marketing Group, where she helps authors, experts, small businesses and Fortune 500 companies build stronger personal, business and team brands through the Modern Marketing Pyramid© method and Brand Mapping Process©. Karen's approach integrates the disciplines of business development, branding, internet and content marketing, public relations and social media.

Karen has worked throughout the world with a highly diverse group of industries. Her clients have included: Apple Computer, Cisco, AT&T, Oracle, Avis Car Rental, Johnson & Johnson, Bank of America, Sprint and Xerox, among others.

Karen Leland is the best-selling author of eight business books, which have sold over 350,000 copies and been translated into ten languages. She has written more than 200 articles on business, food, travel, health and lifestyle for a wide variety of publications, including: Self, Woman's Day, Inc. Magazine, The Los Angeles Times, The Christian Science Monitor, and others. Karen writes a regular column on branding and marketing for Entrepreneur.com.

Karen is a frequent on-air expert on business communications, personal productivity and marketing for radio and television and has been interviewed by The Today Show, Good Morning America, CNN, Bloomberg, Oprah, the Ron Owens Show, Michael Jackson Talk Radio and others. She previously wrote segments and conducted on-camera interviews as a freelance reporter for Comcast.

Karen is an international keynote speaker for a wide range of conferences and organizations, including: The American Management Association, The American Society of Consumer Affairs Professionals, The Bakersfield Business Conference, The Direct Marketing Association and The Young Presidents' Organization.

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BOOKS BY KAREN LELAND

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Ultimate Guide to Pinterest for Business aims to provide both beginning users and seasoned veterans with the ability to find their specific area of interest "at a glance." It uses step-by-step how-to, sidebars, examples, case studies, expert interviews, and tip sheets to show you how, from setup to strategy, you can use Pinterest for your promotional, branding, and marketing objectives.

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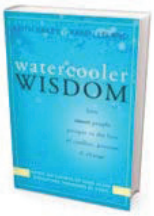

Watercooler Wisdom is not a "business as usual" business book. It is a primer, a practical, down-to-earth user's manual that provides pertinent and powerful techniques for coping with conflict, pressure, and change – the three greatest stressors for workers worldwide.

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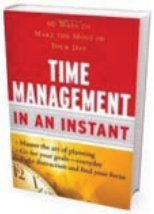

Time Management In An Instant helps you to overcome feelings of overload and avoid the traps that lead to an unproductive relationship with time. It offers field-tested time habits and expert advice based on the latest research that will help you better manage, create and spend your time with more satisfaction and results.

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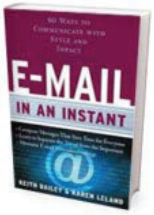

E-mail In An Instant helps you gain mastery over your mail box and be more effective at getting your messages across with style and impact as well as managing and responding to the messages you receive. The book shows everyone from corporate executives to stay at home moms how to improve their email efficiency.

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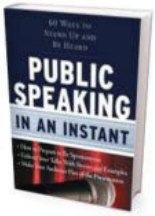

Public Speaking In An Instant shows you how to make all your presentations professional, polished and painless. The book provides time proven techniques on writing an engaging presentation, developing an interactive style, reading and responding to an audience and making the most of visual aids.

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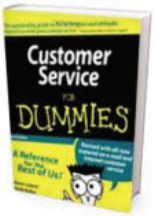

Customer Service For Dummies offers practical advice for getting through the everyday challenges at work. It teaches you how to deal with angry customers; how to manage and develop your staff so they can become service heroes; and it provides you with techniques for achieving gold level service at bronze level cost.

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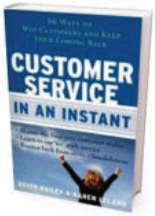

Customer Service In An Instant will help you learn how to create and project a winning service attitude in the often stress-filled environment of work; discover powerful actions you can take to increase customer loyalty and retention, and apply time-tested techniques for dealing with difficult customers and co-workers.

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